

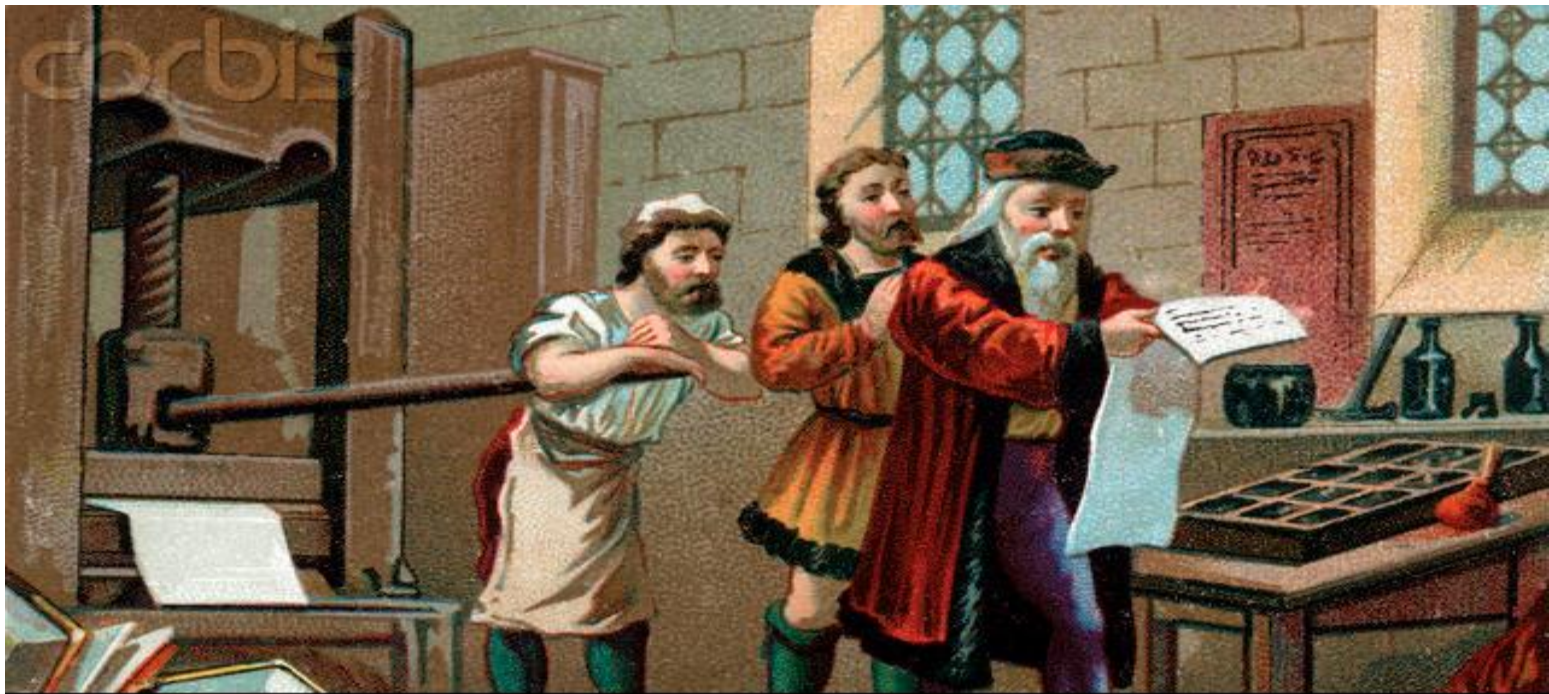
# Chapter 4

## Technology and Social Change



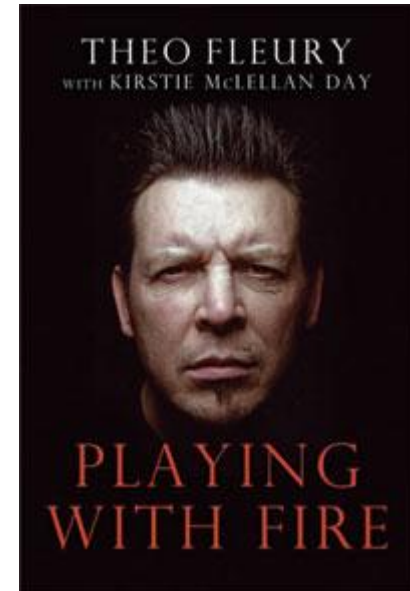
# 4.1 Technology: An agent of Social Change

- Classic example (one of the earliest) examples of technology causing social change??????



# What is Technology?

- There are many different definitions of technology according to each person who uses the word



# What is technology?

- For the purposes of our study technology is “the creation of tools or objects that both extend our natural abilities and alter our social environment.”
- The intro of new technology brings along the possibility for both positive and negative consequences

# Does Change Begin with the Individual or the Technology?

## **Social Change Theory**

- Looks at the factors contributing to change within the structures of society.
- Looks at changes in the way people think, feel and act and try to generate reasonable hypothesis to explain why change has taken place



# Does Change Begin with the Individual or the Technology?

## Social Change Theory

- Change happens in society by countless interactions within society's framework that **begins with**



**The Individual**

# Does Change Begin with the Individual or the Technology?

- Societal change is initiated by an individual person who shares an idea with his or her community

# Does Change Begin with the Individual or the Technology?

## **Technological Determinism**

- Put forth by Thorstein Veblen (economist and social theorist)
- Technological Determinists see the invention of a particular tool taking on a life of its own and society reacting to the new technology





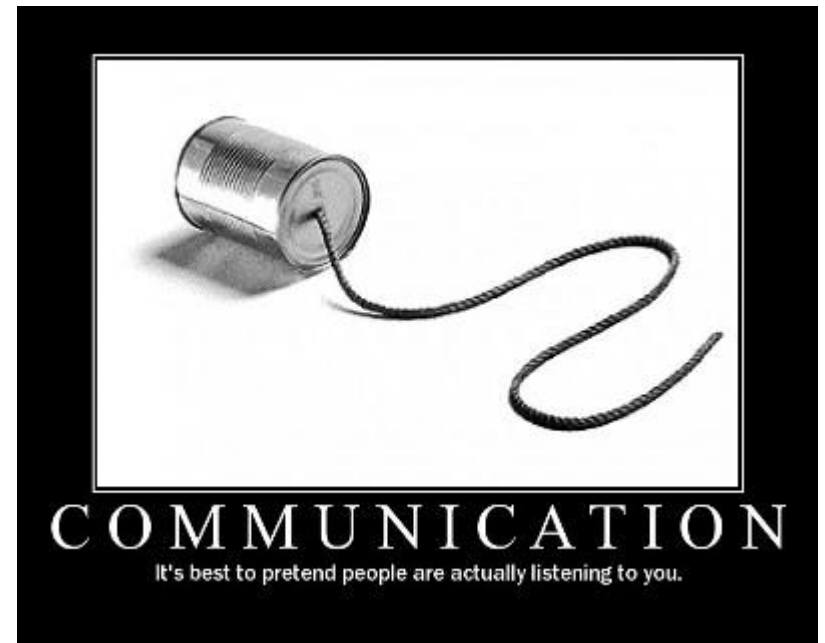
# Does Change Begin with the Individual or the Technology?

## Technological Determinism

- The traditional schools claim that a change in human



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Is accompanied by new technologies

# Does Change Begin with the Individual or the Technology?

## **Technological Determinism**

- People prefer to see themselves as masters of their own destiny and not technology as their master.
- However, there is validity in the stance taken by technological determinists

# Does Change Begin with the Individual or the Technology?

## Technological Determinism



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# Does Change Begin with the Individual or the Technology?

## Technological Determinism

